

# Project iCON

## ” Razvojna agencija ROD”

- Development agency ROD was established 1999 and has a status of public body. Founders are 3 municipalities; Ajdovščina, Vipava and Komen.

- On the founders area we support the development of commercial and non-commercial activities regardfull the principles of sustainable development.



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# Project iCON

## ” Razvojna agencija ROD”

Main areas of activities:

- **Entrepreneurship**
- **Rural development**
- **Human resources**
- **Regional development**
- **Project management**



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# Objective3 ITA -SLO

GENERAL OBJECTIVE "Enhance the attractiveness and competitiveness of the Programme-area"			
SPECIFIC OBJECTIVES			
Ensure sustainable territorial integration	Increase competitiveness and development of a knowledge-based society	Improve communication, social and cultural cooperation, also in order to remove persisting barriers	Improve the efficiency and effectiveness of the Programme
<b>PRIORITY AXIS 1</b> "Environment, transport and sustainable territorial integration"	<b>PRIORITY AXIS 2</b> "Competitiveness and knowledge based society"	<b>PRIORITY AXIS 3</b> "Social integration"	<b>PRIORITY AXIS 4</b> "Technical Assistance"



OPERATIONAL OBJECTIVES			
Protect bio-diversity and ensure the sustainable management of natural resources	Increase competitiveness of SMEs	Strengthen communication and education systems	Ensure the correct implementation of the management, monitoring and control systems of the O.P.
Safeguard environment against natural and technological risks and pollution, decrease energy consumption and increase the use of renewable energy sources	Jointly develop tourism potentials	Preserve the knowledge and use of cultural heritage and improve cultural exchanges	Improve the quality, effectiveness and consistency of the intervention of the Funds, as well as the strategy and implementation of the O.P.

# Project iCON

CO operative eNtrapreneurship



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# Project iCON Partnership



**CONFCOMMERCIO**  
**Trieste**



Razvojna agencija ROD



Posoški razvojni center



RRA severne Primorske  
Regijska razvojna agencija d.o.o. Nova Gorica

**INFORMEST**



**CONFINDUSTRIA**  
Friuli Venezia Giulia



Slovensko deželno  
gospodarsko združenje  
[www.sdgsz.it](http://www.sdgsz.it)  
Unione regionale  
economica slovena  
[www.ures.it](http://www.ures.it)



Območna razvojna agencija  
Krasi in Brkini



# Project iCON partnership

<b>LP</b>	Razvojna agencija ROD / Agenzia di sviluppo ROD
<b>PP1</b>	Regionalni razvoni center Koper / Centro regionale di sviluppo Capodistria
<b>PP2</b>	RRA severne Primorske / Agenzia di sviluppo severna Primorska
<b>PP3</b>	Posoški razvojni center PRC
<b>PP4</b>	Območna Razvojna agencija Krasa in Brkinov / Agenzia sviluppo del Carso e Brkini
<b>PP5</b>	GZS Gospodarska zbornica Slovenije / Camera di commercio Slovenia
<b>PP6</b>	OZS Obrtno-podjetniška zbornica Slovenije / Camera di imprenditoria e artigianato Slovenia
<b>PP7</b>	SDGZ/URES Slovensko Deželno Gospodarsko Združenje
<b>PP8</b>	Informest
<b>PP9</b>	Confederazione nazionale artigianato e piccola e media impresa del veneto in sigla "CNA Veneto" / Državna konfederacija obrtnikov, majhnih in srednjih podjetij iz veneta - CNA Veneto
<b>PP10</b>	Confcommercio
<b>PP11</b>	Confindustria Friuli Venezia Giulia / Združenje industrije FJK
<b>PP12</b>	Confartigianato Imprese Friuli Venezia Giulia / Združenje obrtnikov in podjetij Furlanije Julijske krajine - deželno združenje obrtnikov, majhnih in srednjih podjetij v Furlaniji Julijski krajini
<b>PP13</b>	E.I.N.E. Enti Industrializzazione Nord Est / E.I.N.E. - Ustanove za industrializacijo severo-vzhoda
<b>PP14</b>	SI.PRO Agenzia Provinciale per lo sviluppo S.p.A. / S.I.PRO. Pokrajinska razvojna agencija D.D.

# Project organisation

## Project management

Lead partner – Razvojna agencija ROD

Coolleader – SDGZ/URES (IT side)

WP leaders for each WP with support of WP  
coolleaders on other side of the border

All partners participate in all WP



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# Project iCON

- **Increase competitiveness of SMEs through cooperation**
  1. Cooperation of of business support institutions
  2. Joint services for internationalisation
  3. Crossborder internships, Seniors/Juniors
  4. **Cross-border Business Networks (SMEs, institutions, ...)**

# Project iCON

A strategic project in CB area.

Duration: 36 months (from 1.4.2010 till 31.3.2013)

Total amount: 3.167.095,00 EUR

Cofinancement:

ERDF – 85 %	2.692.030,75
Italian national cof.	237.555,52
Slovenian national cof.	158.339,15
Partners own contrib.(only SLO)	79.169,58



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# WHY NETWORKING - benefits

- Joint R&D
- Bench learning
- Information
- Joint purchasing/internationalisation
- Specialised services
- ... more...

## Efficency/Profit/Competitivy/Survival

Statistics: 15% higher profits



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# ESTABLISHMENT OF BUSINESS NETWORKS

- Objectives (3 PHASES)
  - **Identify** business areas with potential for CB networking
  - **Motivate** businesses for CB (Cros-Border) cooperation and creation of networks
  - **Support & Monitor** CB networks

# How to support?

## iCON tools

- 15 partners - business support organisations
- "Match making" events and motivation events
- Support to visiting trade fairs abroad
- Experts - establishing business networks
- Experts on specific areas in common interests of business network members
- Coaching
- Training - management of business networks in the CB area (eg, identifying common goals/problems, intercultural management, ..)
- eLearning on specific areas (eg, regulations on construction, ..)
- Organization of cross-border internships and / or job exchanges



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# Construction of iCON

- WP1 – Coordination and Management (Administration),
- WP2 – Network of SME support organisations,
- WP3 – Knowledge management system (data base) and pilot Digital Business Ecosystem (open-source tools that support innovation process),
- WP4 – Establishing of business networks, clusters,
- WP5 – Territorial marketing and internationalisation of SME,
- WP6 – Support of experiences and development of future competences of crossborder area,
- WP7- Communication plan



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# Main expected results

- 3 crossborder working groups,
- 4 regional offices for crossborder business support,
- 8 business plans and innovation strategies for new companies,
- 5 projects for sustainable innovation with support of DBE tool,
- 14 cluster managers educated,
- At least 10 crossborder networks supported,
- 10 sectoral market research on CB area,
- 30 market research abroad,
- 3 international fairs (Moscow, Belgrade, Skopje),
- 5 buseness matchmaking events,
- 30 CB working experiences of young people (3 months),
- 20 CB working exchange of employees (2 months).



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# Thank you for your attention!



[www.icon-project.eu](http://www.icon-project.eu)

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**Murska Sobota, 13.10.2011**

